

JUN. 19. 2006 4:45PM DSM

RECEIVED
CENTRAL FAX CENTER

NO. 708 P. 1

JUN 19 2006

DUCKOR
SPRADLING
METZGER
& WYNNE
A LAW CORPORATION

401 WEST A STREET, SUITE 2400
SAN DIEGO, CALIFORNIA 92101-7919
TELEPHONE (619) 231-6029
FACSIMILE (619) 231-6029
www.dsmvlaw.com

FACSIMILE TRANSMITTAL

sjo

TO:	FACSIMILE NO.:	TELEPHONE NO.:
MAIL STOP AMENDMENT Commissioner for Patents P.O. BOX 1450 Alexandria, VA 22313-1450	571-273-8300	

FROM:	Bernard L. Kleinke, Esq.
	Applicant: David R. Miller, et al. Title: HOUSEHOLD LEVEL SEGMENTATION METHOD AND SYSTEM Appl. No.: 09/872,457 Filing Date: June 1, 2001 Examiner: Corrielus, Jean M.
RE:	Art Unit: 2162
FILE NO.	2174-101
DATE:	June 19, 2006

DESCRIPTION OF DOCUMENT, COMMENT OR SPECIAL INSTRUCTIONS:

NUMBER OF PAGES SENT: 26 (including cover sheet)

THE PAGES COMPRISING THIS FACSIMILE TRANSMISSION CONTAIN CONFIDENTIAL INFORMATION FROM DUCKOR SPRADLING METZGER & WYNNE. THIS INFORMATION IS INTENDED SOLELY FOR USE BY THE INDIVIDUAL OR ENTITY NAMED AS THE RECIPIENT HEREOF. IF YOU ARE NOT THE INTENDED RECIPIENT, BE AWARE THAT ANY DISCLOSURE, COPYING, DISTRIBUTION OR USE OF THE CONTENTS OF THIS TRANSMISSION IS PROHIBITED. IF YOU HAVE RECEIVED THIS TRANSMISSION IN ERROR, PLEASE NOTIFY US BY TELEPHONE IMMEDIATELY SO WE MAY ARRANGE TO RETRIEVE THIS TRANSMISSION AT NO COST TO YOU.

PALM SPRINGS AREA OFFICE: 73-000 FRED WARING DRIVE, SUITE 102, PALM DESERT, CALIFORNIA 92211 - TELEPHONE (760) 341-3322 • FACSIMILE (760) 200-1346

PAGE 1/26 * RCVD AT 6/19/2006 7:39:05 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-2/18 * DNS:2738300 * CSID:6192316629 * DURATION (mm:ss):07:24

JUN. 19. 2006 4:45PM DSM

RECEIVED
CENTRAL FAX CENTER

NO. 708 P. 2

JUN 19 2006

App. No. 09/872,457
Amdt. Dated June 19, 2006
Reply to Office Action of March 17, 2006
Atty. Dkt. No. 2174-101 (formerly 041581-2002)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: David R. Miller, et al.

Title: HOUSEHOLD LEVEL SEGMENTATION
METHOD AND SYSTEM

Appl. No.: 09/872,457

Filing Date: June 1, 2001

Examiner: Corrielus, Jean M.

Art Unit: 2162

CERTIFICATE OF MAILING BY FACSIMILE

Date of Deposit: June 19, 2006

I hereby certify that this correspondence is being facsimile transmitted on the date indicated above to the MAIL STOP AMENDMENT, Commissioner for Patents, P.O. BOX 1450, Alexandria, VA 22313-1450 at telephone No. 571-275-3200.

Bernard L. Kleinke
(Printed Name)

Bernard L. Kleinke
(Signature)

REPLY AND AMENDMENT TRANSMITTAL

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. BOX 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is:

A Reply and Amendment in the above-identified application

The Commissioner is hereby authorized to charge any additional fees which may be required either now or in the future regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. If any charges or fees must be paid in connection with the foregoing, concurrent or future communication (including, but not limited to, the payment of an extension fee or issue fees), or if any overpayment is to be refunded in connection with the above-identified application, any such charges or fees, or any such overpayment may be respectfully paid out of, or into, the Deposit Account No. 502635

355045.1

App. No. 09/872,457
Amdt. Dated June 19, 2006
Reply to Office Action of March 17, 2006
Atty. Dkt. No. 2174-101 (formerly 041581-2002)

of DUCKOR SPRADLING METZGER & WYNNE. If any such payment also requires a petition or extension request, please construe this authorization to pay as the necessary petition or request, which is required to accompany the payment.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

Date: June 19, 2006 By: Bernard L. Kleinke

DUCKOR SPRADLING METZGER & WYNNE
A Law Corporation
401 West A Street, Suite 2400
San Diego, California 92101-7915

Bernard L. Kleinke
Attorney for Applicant
Registration No. 22,123

Telephone No.: 619.231.3666
Facsimile No.: 619.231.6629
Email Address: kleinke@dsmwlaw.com

355045.1

App. No. 09/872,457
Arndt, Dated June 19, 2006
Reply to Office Action of March 17, 2006
Atty. Dkt. No. 2174-101 (formerly 041581-2002)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

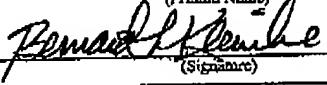
Applicant: David R. Miller, et al.
Title: HOUSEHOLD LEVEL SEGMENTATION
METHOD AND SYSTEM
Appl. No.: 09/872,457
Filing Date: June 1, 2001
Examiner: Corrielus, Jean M.
Art Unit: 2162

CERTIFICATE OF MAILING BY FACSIMILE

Date of Deposit: June 19, 2006

I hereby certify that this correspondence is being facsimile
transmitted on the date indicated above to the MAIL STOP
AMENDMENT, Commissioner for Patents, P.O. BOX 1450,
Alexandria, VA 22313-1450 at telephone No. 571-273-2300.

Bernard L. Kleinke
(Printed Name)


(Signature)

REPLY AND AMENDMENT

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. BOX 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated March 17, 2006, please amend the above-
identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.